Rihanna to Promote MAC AIDS Fund Viva Glam 2014

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Pop singer Rihanna has launched a Viva Glam lipstick and lip gloss as the new face of the campaign, NewNowNext reports. All of the sales of the Viva Glam line from MAC Cosmetics support its MAC AIDS Fund, which fights HIV/AIDS around the world. Rihanna follows in the footsteps of previous celebrity endorsers such as Ricky Martin, Nicki Minaj, Lady Gaga, Cyndi Lauper and RuPaul. Rihanna announced a $2 million grant from the MAC AIDS Fund to UNAIDS to expand global HIV treatment for youth at an event to launch her new lipstick and lip gloss.

To read the article, click here.

For more information about Viva Glam, click here.

The MAC Cosmetics launch of Viva Glam Rihanna at the MAC Store Soho on January 29, 2014, in New York City.

From left: Michel Sidibe, UNAIDS executive director; pop singer Rihanna; John Demsey, chairman of the MAC AIDS Fund and group president of The Estee Lauder Companies; and Nancy Mahon, global executive director of the MAC AIDS Fund.

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